

The International Reference Day Book 1969



A special selection of general interest

Your Appointment Diary, Expense Record, U.S. and International Reference, and World Atlas in full color . . . all combined in one stunning, convenient volume.

Your Appointment Diary and Expense Record 72-Page International Reference Section Full Color World Atlas
—combined in one stunning, convenient volume

The International Reference Day Book 1969

THE INTERNATIONAL REFERENCE DAY BOOK was created for the busy person; it will serve you in many ways.

As an Appointment Diary, it opens flat on your desk or telephone table, allowing you to see your entire week's schedule at a glance. Printed in two colors on special non-glare, creamy-smooth paper, the DAY BOOK provides space for your hour-by-hour appointments each day of the week, along with ample room

for daily reminders, telephone numbers, and special engagements. In addition to your full week's appointments, you will find a three-month calendar, and space for notes and expenses — your permanent record for income tax purposes.

A special feature of the DAY BOOK is a red satin marker ribbon (cut on the slant so it won't fray). Never again will you have to thumb through an appointment book while someone is waiting on the phone to find out if you're free at a certain time; the ribbon helps you find the current week instantly.

The Diary Section begins with November of 1968, and runs through 1969 and well into January, 1970; your transition from one year's Diary to the next will be comfortably unhurried and orderly. Here, too, you will find the major national and religious holidays, as well as those days you won't want to forget, such as St. Valentine's Day, Mother's Day, Father's Day, and Election Day.

THE INTERNATIONAL REFERENCE DAY BOOK 1969 puts you in touch with the entire world, giving you thousands of useful, fascinating facts and statistics.

The 72-page Reference Section is conveniently tab-indexed for fingertip ease in finding and turning to the section you want. You will find a country-by-country analysis of population, government, principal industries, exports and imports, languages and religions, capital cities, and the names of the main political parties and leaders.

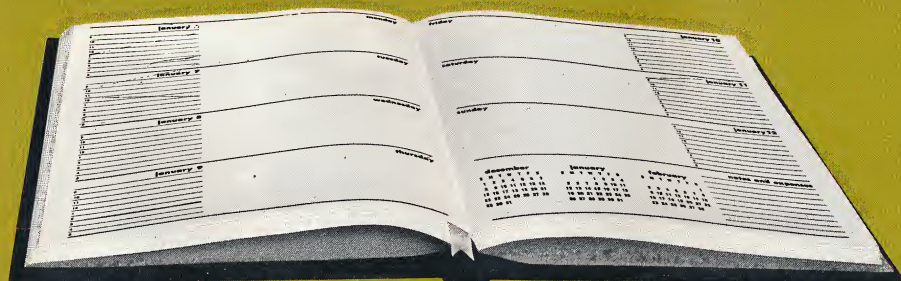
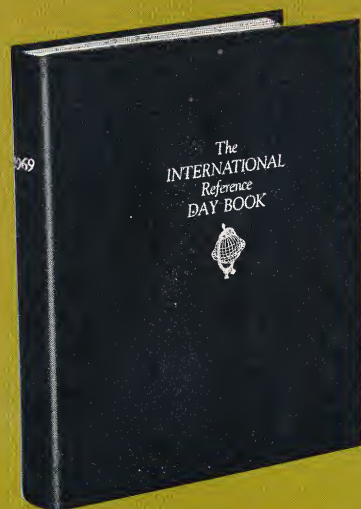
Here are charts showing the major currency units of the world and their value in relation to the dollar, U.S. foreign travel regulations (including travel to the Soviet Union), and a listing of principal international organizations.

The *Investor's Guide* contains information on stock exchange rules, minimum commissions on stocks, margin requirements from 1934 to the present, and profitability of major U.S. industries. Also listed are the 100 largest U.S. Government defense contractors; it is interesting to note that Johns Hopkins University and the Massachusetts Institute of Technology are larger defense contractors than Dow Chemical.

A brand new feature — and exclusive with the DAY BOOK — is a *World Computer Census*, showing the number of computer installations in the major countries of the world. How many are there in Russia? In Israel? In Red China? You'll find out in your 1969 INTERNATIONAL REFERENCE DAY BOOK.

The gourmet will find an *International Dictionary of Drinks* (Absinthe to Zubrovka Vodka) and an *International Dictionary of Cheeses* (Appenzell to La Vache Qui Rit). Here, too, he'll find *A Decade of Wines: A Vintage Chart, 1955-1964*.

The Reference Section is printed in two colors; the large, clear type face and tab indexing make needed information easy to find and understand. And it provides fascinating reading for the casual browser.



**Special Feature:
WORLD ATLAS
in full color**

In addition to your Appointment Diary and Reference Section, **THE INTERNATIONAL REFERENCE DAY BOOK 1969** contains 24 pages of full-color maps of the world. Distance scales are in both kilometers and miles. Major railways and roads are outlined, and you will also find international airports; relief shadowing is used to indicate mountain ranges. The names of cities and towns are in a clear, easy-to-read type face.

Another feature in the Atlas Section is a *World Time Computer*; for the first time you will be able to *easily* figure exactly what time it is and what day of the week it is anywhere in the world. Here, too, you will find an air mileage and jet flying time chart between cities of the world.

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The International Dictionary of Cheeses

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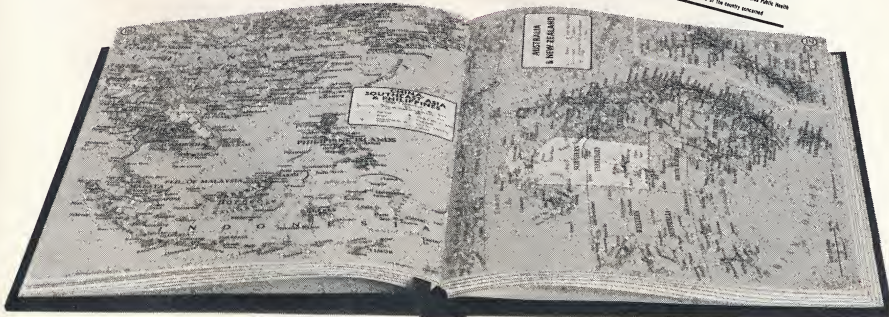
U.S. Population: by Age/1960-1985

[illegible]

U.S. Foreign Travel Regulations

PASSPORTS

An application for a passport may be made before a Clerk of a Federal or State Court authorized by law to administer oaths, or at the Passport Agency located in New York, Washington, D.C., Los Angeles, Miami, New Orleans, Honolulu and San Francisco.

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The International Reference Day Book 1969 Features

WORLD TRENDS

(country by country)

- Growth Rates & Living Standards
- World Population
- World Trade

WORLD ORGANIZATIONS

FOREIGN COUNTRIES

- Political
 - Form of Government
 - Principal Parties and Leaders
- General
 - Principal Languages and Religions
 - Area
 - Capital
 - Other Principal Cities
- Economic
 - Major Products, Imports, Exports
 - Trading Partners
 - Government Income & Expenditure
 - Gold Reserves

WORLD EXPORTS OF MANUFACTURED GOODS

INTERNATIONAL CURRENCY EXCHANGE RATES

THE UNITED STATES OF AMERICA

- Executive, Legislative and Judicial Branches
- Population, Employment, Earnings
- Internal and External Economy
- The Fifty States
 - Economic Development and Planning Agencies
 - Growth, Finances, Tax Rates, Crime

FOREIGN DIPLOMATS AND COMMERCIAL REPRESENTATIVES TO THE U.S.A.

U.S. REPRESENTATIVES ABROAD

AEROSPACE AND TECHNOLOGY

- World Computer Installation
- Census, Country by Country
- Computer Manufacturers' Share of Selected World Markets

- Chronology of Manned Space Flight
- World Airlines
- Miles and Passengers Flown
- Numbers and Makes of Aircraft in Use

FORMS OF ADDRESS AND PROTOCOL CHART

INVESTOR'S GUIDE

- Stock Exchange Rules
- Patterns in Stock Prices
- Bond and Stock Yields
- Largest U.S. and Foreign Industrial Corporations
- Profitability of Major U.S. Corporations
- 100 Largest U.S. Government Defense Contractors

THE INTERNATIONAL DICTIONARY OF DRINKS

THE INTERNATIONAL DICTIONARY OF CHEESES

A DECADE OF WINES: A VINTAGE CHART 1955-1964

1969 APPOINTMENT DIARY AND EXPENSE RECORD

WORLD TIME ZONE MAP AND WORLD TIME COMPUTER

AIR MILEAGE AND JET FLYING TIME CHART BETWEEN CITIES OF THE WORLD

WORLD MAPS (in full color)



The International Reference Day Book 1969

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THE INTERNATIONAL REFERENCE DAY BOOK 1969, Special Selection, may be ordered in addition to or instead of the Main Selection.